

# ENERGY STAR® Most Efficient – Refrigerators

## Appliance Sales Associate Training





## What Is ENERGY STAR Most Efficient?

- A new distinction that recognizes products that deliver **cutting edge energy efficiency** along with the latest in technological innovation
- Recognizes the most efficient products among those that qualify for the ENERGY STAR in a given year
- Is intended to drive more energy-efficient products into the market more quickly
- Represents the “**best of the best**” in energy efficient products





## Why ENERGY STAR Most Efficient Matters To Your Customers

- **Product Differentiation** –
  - Many use innovative and advanced technologies
  - Gives your customers leading edge products to choose from without trade-off in features or functionality
- **Social Value** –
  - Helps your customers be environmentally responsible
  - Saving energy use helps prevent climate change by reducing greenhouse gas emissions
- **ENERGY STAR Integrity** –
  - Products have met stringent performance requirements expected of the ENERGY STAR brand



## Who Is The Target Audience When Leveraging Most Efficient?

Most Efficient Appeals to:

- Existing and new audiences
  - Early adopters
  - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

## How To Leverage ENERGY STAR Most Efficient In Your Store

- **Save energy and prevent climate change** by reducing greenhouse gas emissions.
- **Increase sales** (and ticket size) with exceptional product selection.
- **Build customer loyalty**
  - Make customers feel good about their purchases
  - Make customers feel great about your stores stocking a top quality product!





## Eligible Appliance Products

- Clothes Washers
- Refrigerators
- Dishwashers



## Refrigerator Eligibility

Models recognized as the Most Efficient of ENERGY STAR 2015 offer on average at least **15% energy savings** compared to the federal standard.

### Eligible products:

- Full-size refrigerator-freezers
  - All ENERGY STAR certified top freezers are recognized as ENERGY STAR Most Efficient.

### Ineligible products:

- Compact models
- Freezers
- All-refrigerators



## Product Listings

- Find ENERGY STAR Most Efficient 2016 product listings, with photos and descriptions, at [www.energystar.gov/mostefficient](http://www.energystar.gov/mostefficient) and on manufacturer provided POP materials
- The ENERGY STAR Most Efficient distinction may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.



The screenshot shows the ENERGY STAR Most Efficient 2016 website. The header includes the ENERGY STAR logo and navigation links: ABOUT ENERGY STAR, PARTNER RESOURCES, and a search bar. Below the header, there are four main categories: ENERGY EFFICIENT products, ENERGY SAVINGS at home, ENERGY EFFICIENT new homes, and ENERGY STRATEGIES FOR buildings & plants. The main content area features a large banner for the "ENERGY STAR Most Efficient 2016" award, with the text "The Year's Best of ENERGY STAR for Energy Efficiency and Innovation. WHEN ONLY THE BEST WILL DO." and a photo of a person celebrating. Below the banner, there is a section for "FEATURED UTILITY PARTNERS" with logos for PG&E, SMUD, and nyserda. The bottom section, titled "Products Recognized as ENERGY STAR Most Efficient in 2015", displays a grid of product categories: Clothes Washers (Large, larger than 2.5 cu-ft), Refrigerators (Medium, Large, and X-Large), Dishwashers (New 2015 Product Category), Ceiling Fans (52 inches and under, Over 52 inches), Ventilating Fans (Without Lighting, With Lighting), and Heating & Cooling (Boilers, Central Air Conditioners/Air Source Heat Pumps).





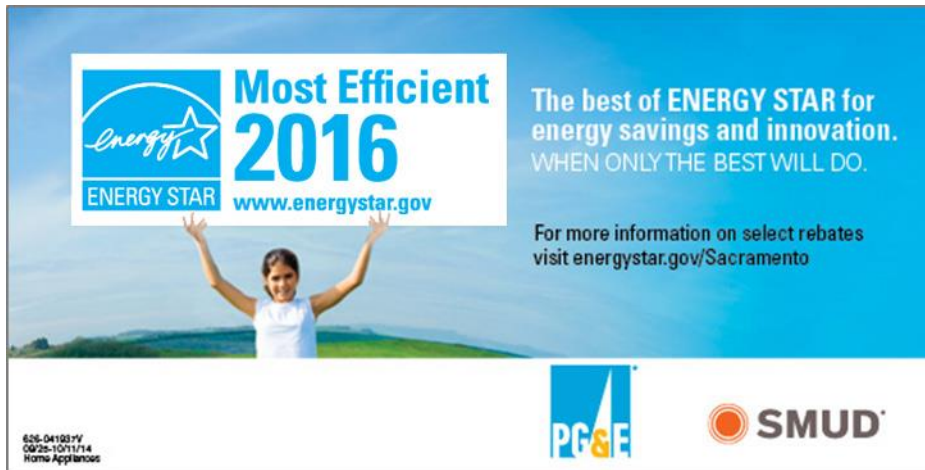
## Go Sell!

Be sure to identify which models on the floor have been recognized for 2016:

- See [www.energystar.gov/mostefficient](http://www.energystar.gov/mostefficient)
- See manufacturer and retail signage
- The ENERGY STAR Most Efficient designation may not be factory applied to products or packaging, but retailers are encouraged to use POP, in-store signage, and websites to help customers identify recognized models.

## Don't Forget About The Rebates!

- Rebates are beginning to be directed at ENERGY STAR Most Efficient products
  - The best place to find available rebates is [energystar.gov](http://energystar.gov).



ENERGY STAR Most Efficient 2016 [www.energystar.gov](http://www.energystar.gov)

The best of ENERGY STAR for energy savings and innovation. WHEN ONLY THE BEST WILL DO.

For more information on select rebates visit [energystar.gov/Sacramento](http://energystar.gov/Sacramento)

PG&E SMUD

626-041937V  
09/25-10/11/14  
Home Appliances



**\$50 REBATE**

on this ENERGY STAR® Most Efficient refrigerator

Submit by mail or online. Offer good through 12/31/15. See store associate or visit [MassSave.com/FridgeRebate](http://MassSave.com/FridgeRebate) for details.

Most Efficient 2016 [www.energystar.gov](http://www.energystar.gov)

mass save

BROUGHT TO YOU BY

EVERSOURCE ENERGY nationalgrid Unitil

626-042372V MA.03.15

Example rebate offerings



## Questions?

Visit [www.energystar.gov/mostefficient](http://www.energystar.gov/mostefficient)

E-mail us at [MostEfficient@energystar.gov](mailto:MostEfficient@energystar.gov) or  
[Appliances@energystar.gov](mailto:Appliances@energystar.gov)

